

The Role of branding on the perception of foreign tourists tourism destination in Iran

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Abstract

In todays interconnected and being small world, any place for achieving to its share of world consumers, tourists, business, investment, capital, even respect should be competitive with other places. This is our reality today's competitive world. So places are such companies and those that have a strong brand, are easier to sell their products and services to attract customers and their assets. That is why it is said that the development strategy is for the brand location capability to act on their promises to increase. The difference between Brand creation and trade name for place and location marketing is that name creation and trade name is for a place, it is a process in which organically over the years are formed and decisions are dependent on a wide range of stakeholders. Create a brand for a place usually occurs before the market place, this place could be a city, village, university or even a museum.

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Introduction

In a study perception of foreign tourists in the tourist destination have been investigated. The results of these studies indicate that the major routes of the designed model was significant and investment in information resources, equity, brand and features to create the appropriate location of tourist places in the country, brand association, performance and finally decided to tourists will re-visit place. This study has outlined the strategic directions that guide the planning and tourism development efforts.

Definition and concepts

The concept of branding in the late 1990s was used for tourism purposes (Pike, 2004). Probably the most widespread and commonly used practices in branding spaces, is exploring the role of branding in marketing tourism destinations. This procedure has been investigated, the tourism industry decision-makers and found that tourism destination is the original images in the minds of individuals who visited places. In fact branding in relation to space requires persistence and stability of the image of the space in the minds of tourists. Image shared by all tourism stakeholders to ensure consistency of the brand image and the image receptor is an important target is based on the same common features; strengthen marketing efforts (Cai, 2002). We can say that the image of a product or a brand in the consumer space in the marketing of tourism and tourist sites and earn special effects. Brand concept to commercialization and economic activity on the one hand and the other hand on the lasting benefits represent specific cultural characteristics of the target population or brand owner is tourism. Link cultural and economic aspects of branding a product, such as tourism industry in the form of commercialization are symbolic.

Ritchie and Richey Book branding tourist destination, are defined destination as the "Destination Brand name, symbol, logo, or other forms of graphic expression that identifies and distinguishes addition to that destination, promising a memorable and unique experience in the travel destination as well. As well as a factor for strengthening the destination is a fun memory" (Johansson, 2007).

In 1991 Acres provided a model to assess the brands products from the perspective of customers, suggested that the scale of the model

include brand awareness, brand image, perceived quality, brand loyalty.

Brand awareness: quality awareness, awareness of tourists, their reaction, measures their satisfaction, the basis of all sales activities, the brand name is considered. Iran could attract crowds of national and international scale to compete with other global brands have to act, but not necessarily the first step in the process of understanding the country's tourism potential tourist attraction, but also trying to brand awareness and enhance public services branding them.

Brand image: brand the mind what to tourists. Brand image in the eyes of tourist factor that affected other aspects, the level of brand loyalty and the quality of your image shows tourists.

Dimensions brand image:

- Economic characteristics (commercial or non-commercial, cheap or expensive)
- The physical environment (attractive, unattractive, noisy and quiet, etc).
- Activities and facilities (food, leisure facilities, suitable for children, facilities for tourists)
- Their attitudes and those (people, culture, destination, lack of linguistic and cultural distance)

What are attractive for tourists in terms of population and lasting brand image in the consumer goods, the physical environment, equipment, facilities, and attitudes that are not representative of the actual physical features and natural tourism? In fact, by branding the image of tourism in mind that beyond the environment, tourism and consumer goods.

Perceived quality: If the brand and its products to be considered as a good quality brand value goods what is it? Superior to other products and brand that brand strength and excellent solvent tourism in neighboring countries is compared to competitors?

Brand loyalty: brand owners how to brand and loyal worth it? How willing to promote, introduce and consolidate it work? In addition to the dimensions and characteristics of each brand, with networks and related infrastructure associated with tourism that attempts to standardize and improve the quality of their infrastructure to suit the

taste of tourists in steady point key. Therefore, according to the following requirements branding in tourism is infrastructure in Iran.

Logistics and transport quality of a network of marine transport land and air. Especially air transport services, covering the specific programs in line with the tastes of tourists, yet its distinctive features is introducing.

Accommodation and catering facilities: (hotels, villas, motels, camps) and food and attention to the tastes of tourists to stay in the right place, standardization resorts, the cozy and comfortable and attention to the presentation of their traditional foods is a cultural work related to branding.

Travel making: tour, travel agents and travel agencies (agencies), conference making and motivational travel making.

Marketing and destination management organizations: reservation facilities, service assurance, facilities and no concern.

Tourist attractions and a variety of products designed, apart from the natural and historical appeal

Historical and natural attractions abnormal and artificial, cultural activities, spending the night with a local family, visiting historic places and mosques, markets, festivals such as :

- Recreational activities.
- Marine and coastal recreation.
- Family beaches.
- Separate beaches and take advantage of the sun.
- Sailing and water sports.
- Local Events.
- Recreation and Parks Sports Games.

Iran naturally has great potential to attract tourists, according to experts of knowers so that only a small part of the more tourist areas of Turkey attraction, but in practice many problems facing the possibility of branding in the field of tourism in this area, it denied is. Officials and planners are expected to scrutinize the country and due to the fact that tourism is now branding it as significant tied together and are dependent on the measures to take branding of tourism in Iran. Among the thousands of products that throughout history, especially in the industrial age of invention, innovation and a limited number have produced not only in domestic market but also in the areas of

global influence and presence to find a stable. In addition to indicators such as quality, price and after-sales service, and social value of credit and non-hardware specific non- investment these goods and services has called them "live" call.

In short, the brand intangible assets (lies), a product or a service that includes many parameters including name, term, sign, symbol, logo, design, history of mental customers and consumers, sustainability of the market, originality (not a mere copy) and lasting trust and credibility with customers. Karami brand member of the scientific committee of the third seminar on the importance of brand design brand in tourism media interview the following questions answered.

And their importance in the development of tourism Brands neutral with Iran

Brands play a major role in the market, which naturally attract customers great brands are brands that took control of the market, in fact, in any market, but the advantage of this tendency is the tourism market, as a destinations and attractions are raised.

When you buy a car, what can you know what capacity, model and price to buy, but it is not a tourist destination, it is possible that the destination of the quantity or limited investment destination to destination where the historically successful and ecotourism is more important and richer. Brands and countries that have worked here on destination branding play a role.

Tourism plays an important role in the importance of branding seminars are in the field of tourism, who are providing the public sector and private sector tourism products, attention was drawn to the branding of tourism. I think the seminar successful performance in two consecutive years; have not literature in this field. To choose the best creativity in tourism branding the program and why you selected this is very important.

In recent years, more work was done on branding marketing techniques, this year it was decided that further discussions on the use and production engineering and creativity are focused on tourism, so that those indicators based on the creativity of tourism in the process of branding create a tourism brand, significant activities and special do have to be introduced.

However, this does not match the period of the introduction of these indices instances, for example in the area of destination branding, product branding and branding the organization, but they are under such brand series includes five, but the effort that pose Which areas of the organization's products, destinations and activities were creative in the way of tourism branding. This is why the choice of the best the area has to be considered, not just the top tourist destinations introduced products or even may not-to-market slogan product is, top select a activity poster brand making they have been able to a.

As was done in spite of efforts in recent years have not been successful in branding, branding of failure in the field of tourism are:

Advertising branding and marketing in tourism is extremely complex, large international media did not cooperate in this respect, for example, to introduce tourism destinations, products like movies, not good journalistic reports. Broadcasting plays an important role in tourism branding purposes.

Kata also important to be noted is that branding is essential in today's tourism, because without the use of these tools has greatly reduced chances of success in attracting tourists. But the question is that branding is and why it is so important to use the most basic definition of look brand scholars, name, symbol, phrase, term, design, symbol, or a combination of these in order to introduce products or a group of providers and differentiate their services to competitors, but at a deeper look suggests, are indeed our understanding that the customer's product or service is the result of previous use of the product. Brand just the name of a product or service or a product brand but the brand in the minds and hearts of the customer and the important thing is what gives value to the product or service "brand" is.

However, their importance can be expressed in so many branding experts, especially in the service sector, the issue of building a business, you know. The construction of a brand depends on work on two issues: the quality of the product and its performance, and other integrated marketing communications. Brand product according to its performance in the customer's mind is formed and an unwritten commitment and promise to the customer that this commitment through communications such as advertising, communications, media and transferred to the customer and what the brand it keeps the

customer in mind, the proper functioning of the product and service promise and commitment that has been given to the customer.

National brand, the identity of a nation

After the great business concepts, marketing concepts are gradually personal, United Brands, urban brand, brand and developed tourist destination. National brand concepts in the tourism sector are important, they are urban and tourist destination. National brand is defined as "national brand, a concept that encompasses a range of activities that includes the nation's exports, foreign investment, culture and heritage, people, tourism is the rule. In fact, the national brand represents the various aspects of a nation's identity. National branding is about making people want to pay attention to a country's success and believe its quality.

Concrete examples and modern national brand is the soft power. In other words, the concept of national brand-inclusive and broad concept that can be an umbrella for all brands and all brands of a country take cover. "

The definition of a brand is a national brand that smaller brands will be a subset of it. The performance of all the factors mentioned in the definition of such exports, Culture and Tourism, in fact, act as a factor of communication that people of other countries to the country's image and reputation of the country are in the minds of the, that one can It plays an important role in attracting tourists look for traveling to another country. However, unfortunately, as a lack of effort in the field of advertising media planning pale image of Iran and Iranians to the world the greatness of the transfer, as a dialogue simple the is the tourists easily all persons entering the country are surprised because in reality they are huge differences with the image, and this suggests a major weakness in the area of national branding.

This is while other countries invest a lot in order to apply. Take a look at their financial value of some of the countries in this field, not unpleasant. Web brandfinance.com interesting report about it publishes. For example, their financial value of the United States of America in the world in 2011 was equal to 113, 708 billion, while the value for a country likes Turkey to Kuwait from 373 billion dollars to 87 billion dollars.

Brand and urban tourism

Cities are also the concept of the United Nations, but they are smaller in scale. What is important here is that in our country for sustainable urban development indicators in the country's macro policies but unfortunately we place great importance on the issue of branding cities, especially cities that have the capacity to attract tourists is neglect, while City branding indicators in many cases, the indicators that are highly correlated with measures of sustainable urban development.

Their main tourist destinations are in line with the objectives of tourism. These are the places to be added for tourists visiting it considers attractive location in the building. Many cities are preferred as branding of tourism, because tourists are the most important resource that can be a sound reputation in the rest of the reach and interact with features of this type are organized and defined more is. The tourism industry is the largest marketing budget and should increase the attractiveness of the city.

Keep in mind that a city's tourism brand should be based on competitive advantages and unique features of the city branding and brand as one of a set of products and services is a city as complex have the In all of these cases on the basis of appropriate properties are defined for the city. It should also be sensitive to the use of intangible because if obligations are not perceived in practice, the use of hurt. We hope that by focusing on branding cities and tourist destinations, Iran could one day be among the top 10 countries in the arrival of tourists, this is a dream, but a dream of the ideal orientation is on realism.

Contrary to their destination brand consumer products, not manufactured. The brand, assets and properties such as landscapes, people, culture and history inherited. They target potential tourists in perception and emotional value of the assets they hold the tourists to experience these assets lies.

We must recognize branding for all and not restricted to the expensive destinations. All destinations, regardless of their marketing budgets, can and should take to develop them. Target brand values in all marketing communications, both simple Internet pages, either public relations or advertising messages on television costly, are on display.

The destination should be taken when developing the main areas of market focus. The main features are perceived defines the segments to target. The knowledge of it is essential. It does this by using targeted research about consumers is possible. Qualitative research, effective methods of consumer perceptions are about the destination. And incentive travel in deep psychological needs of people examined the real reason for the visit was discovered, as well as experiences that seek to identify and determine what type of destination will satisfy them. This requires precise psychological research and identifies what tourists simply "likes" and "does not like" is not enough.

The need for public participation in tourism branding

All stakeholders (such as political institutions, business, tourism businesses and residents) have started the process of brand development, participate. It is the best way to share in this field. In addition, this work, active participation in support of their destination and the appropriate way to deal with ensuring that visitors can boost national pride / city among the citizens. As well as a good balance to create a creative flexibility that is required to attract different market segments, is required. At the same time coherent destination brand that is recognized worldwide, should be preserved. Brands can target based on geography, subject, or a combination of both.

Generally, to build international brands and multi place much success. These brands often do not have integrity, a lot of stories to employ and stakeholders are very different. This prevents a clear competitive identity and potential visitors do not have much influence on the increase. However, co-marketing multi place destinations may have targeted the same markets, will lead to economies of scale. National and local brands to use the same brand architecture. Local brands have at least some of the values are "universal" and yet they reflect national distinguish from each other. However, for destinations within the country are able to compete with our brand identity and development, as appropriate, promote, must be flexible and they do not have to imitate blindly national brand.

The best opportunity for local brands, most of the national brand marketing materials (e.g. internet sites, brochures, business presentation ceremonies and exhibitions) lie. Local brands are able to send messages to and distribution of national brand in the market to

benefit from leverage. National brand to market access opportunities for local brands in the absence of a national brand, the ability to enter those markets improve and increase the attractiveness of the national and local brands and national brand is rising.

Destinations are usually different and complementary values that define its character. You do not need these values are the same used in all marketing communications, but they can be used selectively, based on their attractiveness in different market segments, the emphasis changed.

Reviving tourist destination

Usually destinations rather than its brand re-build restore it, since generally able to change the original product to inherit (e.g. people, culture, history, landscapes) do not.

When should strengthen brand that is familiar to the audience too. This is usually a sign that they know the situation is close to exhaustion and then lose their impact on potential visitors. Several models for the extraction of "truth" are there. The role of branding in all models is similar to each other, because their goal is to stabilize the nature of the brand. The choice of these models is taste.

Derived from brand to build destination to potential visitors responded to the following questions:

What I love most about the destination?

How far is the target?

How do I make?

How can I describe it in one sentence?

What makes this destination is distinct from other destinations?

Perception of foreign tourists of Iran's intentions

According to the World Tourism Organization, Iran ranks tenth ancient attractions and historical and natural attractions in the world's fifth highest. But according to experts, the industry does not have the development it deserves. For example, when a comparison between our country and other countries that have the highest income from the tourist attraction, is the difference of the gross revenue of the site will be tourists. Due to the importance of the tourism industry to create employment, earn foreign exchange and the introduction of national culture and achievements of other nations, they also play a role in

changing the attitudes of the host countries and shortcomings in this respect in the investigation of Tourism Studies. Interior view, it is essential perception of foreign tourists of tourism destinations in terms of brand review.

The depth of three distinct levels: the surface, the brand, and the location. Obviously, all three of these aspects of foreign are smaller dimensions of the surface to the surface where the units of analysis in this study are small.

The first stage of the decision-making process a tourist to visit a place that already had the experience of visitors, gather the appropriate information. Next, the data collected will be analyzed. This attitude towards the reference person finds.

This attitude will help him to create an image. In the brand, the customer in the first place to the destination, and the vision to find the name and location is addressing. The harvest is your attitude towards the brand form. This attitude is the basis of his faith and the confirmation of its decision to approve or benefit.

The place features also distinguish the level of recognition and the desired location is important. The look of the place is the attitude of the tourists. In this way, the destination is considered a tourist association. The association to place the brand image and confirm the basis for the final decision of tourists, satisfaction and even he will be a repeat visit.

Place as a brand

Tourist destinations with a clear market position and appealing attractions, places that are always at the highest point in the minds of tourists recorded. Tourism is a dynamic and highly competitive world of today, places and tourist destinations in a precise and clear identity or rather the name and brand, they need to be based on reality, their inner core strengths and character to reflect your product.

According to the definition of public policy formulation and brand of tourist places, determined brand strategy, brand and other exercise facilities in the arrangements and marketing techniques to promote the cultural, political, social and economic cities, regions and countries. This concept, apart from the creation of image space and place is as part of the management. If the brand of physical aspects, psychological, rational and emotional, in fact, developed a brand

position, the development of this concept will place the physical and social environment.

This concept, like the concept of a field of multi-brand company because it places a multidimensional concept and image of the group of elements depends. The ability to place and out of range, such as government, people, tourists, investors and immigrants, experts and cultural impact.

Name tourist places and changing attitudes

According to the Public Relations Office of tourism and cultural heritage of the province of Isfahan total number of foreign tourists who have visited the city six months of the year 93, 23 thousand and 200 people and an average of 92 tourists in Shiraz have seen 22 thousand, respectively. If it is assumed that the number of visits in 91 of Shiraz have visited, so the total number of foreign tourists in the first 6 months of this year, 91 cities have visited 34 thousand 200 people are estimated. The results of this analysis show, 66 percent of visitors were male and the rest female. Also, a large part of the Asian tourists (71%) and the lowest they have formed Americans.

In addition, the results reflect that planners tourism activities must be the starting point for efforts to influence the process of gathering information sources, etc. take note. Perception of foreign tourists of primary and secondary sources and data collection has been positive, change in attitude created. The tourists' perception of brand value and characteristics of the location change in attitude toward Iran has created tourist destinations. Mental images of tourists in the perception of the brand, as well as gain loyalty and approval has also been approved. Mental connections that are established tourist location (associated sites), would raise the level of satisfaction he gets. In other words, the attitude of tourists to places is where they have no impact on mental associations. The satisfaction of tourists from places no impact on his decision not to visit that place again. Perhaps because of this, not wanting to repeat the work that he has done. But if the place be assessed in terms of brand, we know that direct and positive effect on the tourists will visit the place again. It seems that the separation of variables and studied the level of influence each of these tourist places as a brand, can decide tourists to visit the place again the desired effect.

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